

REP HEADLINE# 6360119 TRF# 496904 REP: TEL# 703-516-9399 FAX# 703-516-9680
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT10/12 14.28
***CHANGES** *** WFSB-TV ***

ADV # ADV. NAME ISS/DSCC IE REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREAT AMERICAN MEDIA BUYER NAME DAN NAGELBERG
3050 K ST NW, SALES PRSN WA- HEATHER UTTELEY (H)
WASHINGTON, DC 20007

ORDER # CONTRACT # 6360119 CLASS: NATL. LOCAL REGIONAL
PRDCT DSCC IE EST#1942 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT8/12 WK-1
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT10/12 14.28

REP: CORRECTION TO LAST TRANSMISSION
VALUE WILL BE ADDED TO HDLN 6365916, NOT 6329169
THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
DSCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 49
AGENCY PRODUCT CODE = 53
AGENCY EST# = 1942

NO BUYS TO PRINT

OCT/12 57450.00

CONTRACT TOTAL 57450.00
TOTAL SPOTS 24

MARKET TOTALS \$157,297 WFSB 37% WTNH 16% WVIT 26% WCTX 4% WCCT 3% WHPX 0%
CABL 0%

SHARES ARE ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Great American Media (GMMB)
1010 Wisconsin Avenue
Washington, DC 20007

Contract / Revision 496904 /		Alt Order # 06360119
Product DSCC IE		
Contract Dates 10/03/12 - 10/08/12		Estimate # 1942
Advertiser Democratic Senatorial Campaign Committee		Original Date / Revision 10/10/12 / 10/10/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 49	Product Code 53
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	10/03/12	10/05/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$750.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/01/12-10/07/12	Eyewitness News	12pm - 12:30PM	---WThF----	:30		\$750.00	NM		
		Credited										
2	WFSB	10/03/12	10/05/12	Eyewitness News	5pm - 5:30pm		:30			NM	2	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$1,950.00			
3	WFSB	10/03/12	10/05/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				1	\$1,950.00			
4	WFSB	10/03/12	10/05/12	Eyewitness News	6pm - 6:30pm		:30			NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$2,250.00			
5	WFSB	10/03/12	10/05/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$1,400.00			
6	WFSB	10/03/12	10/05/12	Inside Edition	7pm - 7:30pm		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$1,600.00			
7	WFSB	10/03/12	10/05/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				1	\$800.00			
8	WFSB	10/08/12	10/08/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,600.00			
9	WFSB	10/03/12	10/05/12	9am-10am	9am - 10am		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTF--				2	\$550.00			
10	WFSB	10/05/12	10/05/12	CSI: NY	8pm - 9pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$7,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

wfsb.com

Contract / Revision	Alt Order #
496904 /	06360119

Contract Dates	Product	Estimate #
10/03/12 - 10/08/12	DSCC IE	1942

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
11	WFSB	10/08/12	10/08/12	Hawaii 5-0	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$7,000.00			
12	WFSB	10/07/12	10/07/12	Delayed The Mentalist	1030-1130p		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$7,000.00			
13	WFSB	10/07/12	10/07/12	Face the Nation/ Face the St	10:30am - 11:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$500.00			
14	WFSB	10/07/12	10/07/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$700.00			
15	WFSB	10/07/12	10/07/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$1,400.00			
16	WFSB	10/07/12	10/07/12	Delayed The Good Wife	930-1030p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$7,500.00			
17	WFSB	10/03/12	10/06/12	Eyewitness News	11PM - 11:35PM		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--WTFS--				2	\$1,900.00			
18	WFSB	10/08/12	10/08/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$1,950.00			
Totals											24	\$57,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	24	\$57,450.00	\$48,832.50
Totals	24	\$57,450.00	\$48,832.50

Signature: _____ Date: _____

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